

Public Relations & Marketing Seminar Meeting Minutes

22nd Annual IGRA Conference

Friday, October 20, 2006

Seminar Leader: Tom Sheridan, IGRA Spokesperson

Items Discussed:

- Establish a new Public Relations Committee
 - Committee Chair
 - Committee Member from each association
 - Establish Yahoo PR Group / Distribution List
 - Develop set of PR templates and guides
 - Press Release Template
 - Commonly Asked Questions and Responses
 - PR Do's and Don'ts
 - Assist Individual Associations in Creating their Own List of Media Contacts.

- Presented 5 potential media scenarios and discussed potential resolutions including:
 - Animal Welfare
 - Anti-Gay Protests
 - Press Photography Issues
 - Specific Responses
 - Represent IGRA, not individual or Chapter

?? Development Items:

- Centralized Communications Resource (PR Yahoo Group already in place)
- Update and Provide New Media Material to all Associations via the Rodeo Resource Guide
- Develop Media/Marketing Promotional Material
- Develop Marketing Plan with Standardized Message and Mission. Include Timeline and Procedures for Media Promotions of Events.
- Share New and Existing Commercials and Promotional Clips
- Provide Awareness of US vs Canada Media Uniqueness
- Create Template for Press Releases and Media Kits